

**Ask, and You Shall Receive**  
Presented by Roxanne Miller, CBAP



**Session Objectives**

**Right People**      **Right Questions**      **Success Factor**

Ask the Right People the Right Questions - 2

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## Ask the Right People



### Pig or Chicken?



**Who has the  
greatest  
stake in  
the project  
outcome?**

Ask the Right People the Right Questions - 3

## Who Are Stakeholders?

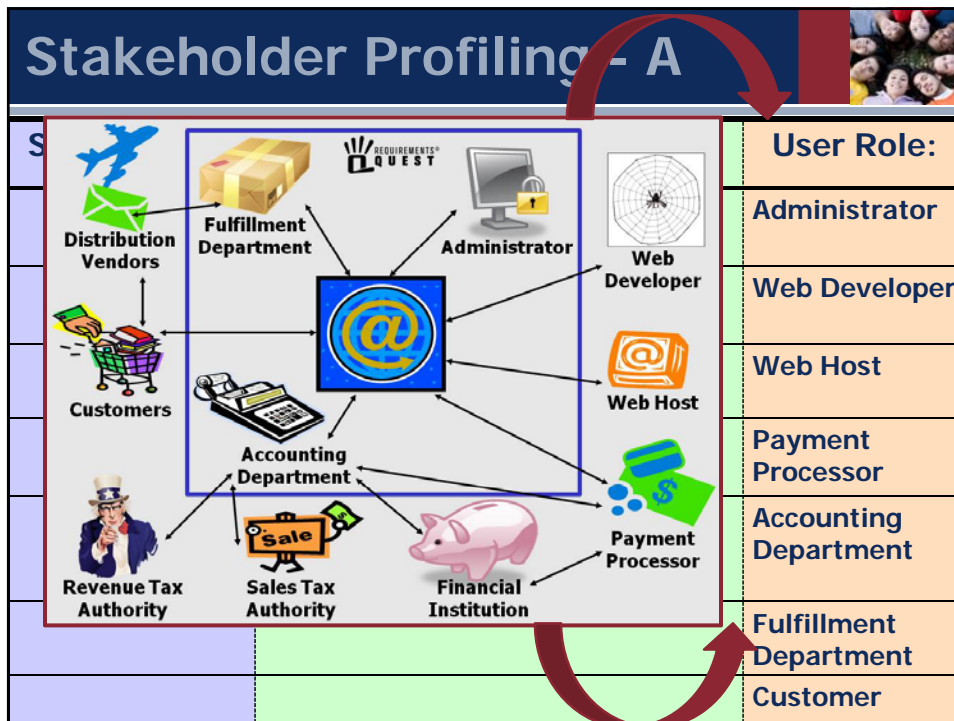
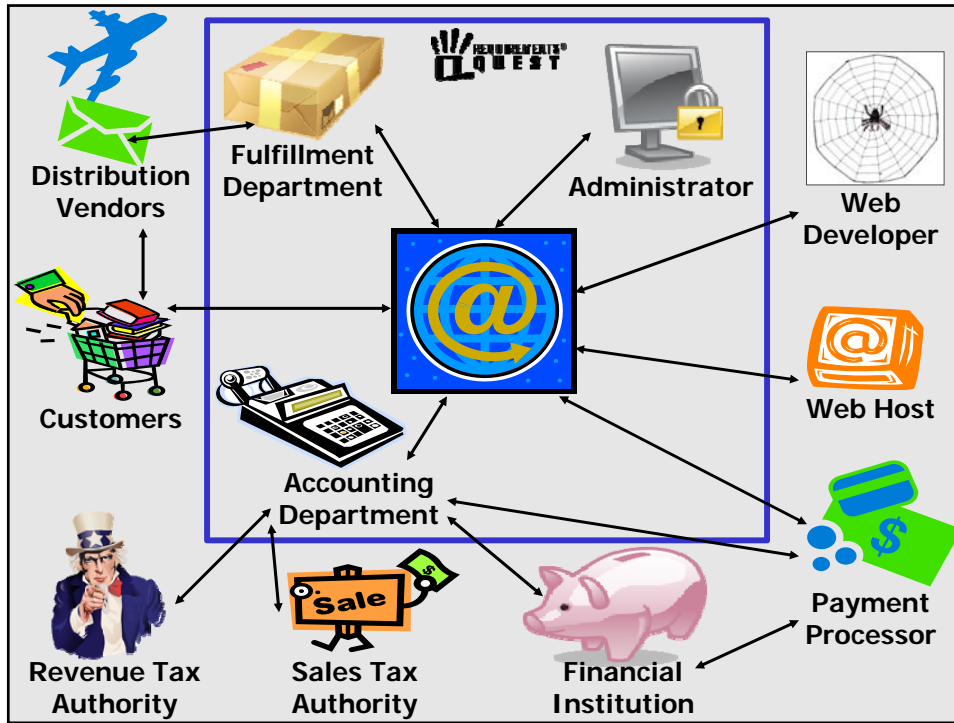


- **Client or Customer or User?**
- **Stakeholder is any person who has:**
  - ◇ A vested interest.
  - ◇ Expert business understanding.
  - ◇ Decision-making authority.
  - ◇ The vision of the future process.
  - ◇ A role in the implementation process.


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<b>Stakeholder Profiling - B</b>		
Stakeholder:	Knowledge of:	User Role:
	Add, change, delete products; access security	Administrator
	Online shopping cart features	Web Developer
	Domain registration; website analytics	Web Host
	Online credit/debit card payment processing	Payment Processor
	Sales and inventory recordkeeping; financial accounts reconciliation; break-even analysis	Accounting Department
	Distribution setup and pricing defaults; shipping supplies & costs	Fulfillment Department
	Website usability, availability	Customer

<b>Stakeholder Profiling - C</b>		
Stakeholder:	Knowledge of:	User Role:
Paula	Add, change, delete products; access security	Administrator
Jackie	Online shopping cart features	Web Developer
David H.	Domain registration; website analytics	Web Host
Jonathan	Online credit/debit card payment processing	Payment Processor
Paula, Thomas	Sales and inventory recordkeeping; financial accounts reconciliation; break-even analysis	Accounting Department
Paula, Mark, Joe	Distribution setup and pricing defaults; shipping supplies & costs	Fulfillment Department
Tim, Sarah, Dean	Website usability, availability	Customer

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**Objective: Right Questions**



**Right  
People**



**Right  
Questions**

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**The Zachman Framework**



**Two observations about the SDLC:**

- 1. Systems are developed by distinct groups (consisting of multiple roles) with different viewpoints in parallel with the movement from one development phase to another.**
  - **Planner, Owner, Designer, Builder**

Source: Based on John Zachman, *Framework for an Information Systems Architecture*, 1987  
Visit: [www.ZachmanInternational.com](http://www.ZachmanInternational.com) for the latest Zachman Framework graphic.

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## Zachman Framework - 2



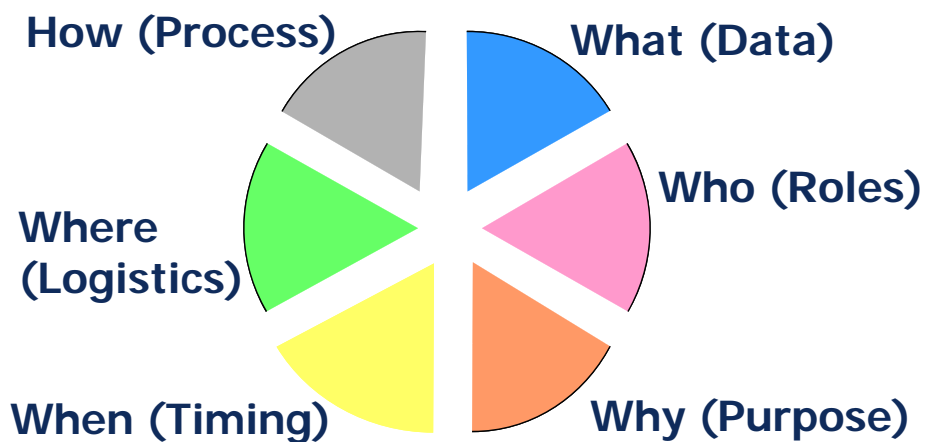
2. At each phase in the development lifecycle, one must consider each different perspective or point of view related to **six areas of interest**.

- **What, Who, Why, When, Where, and How**

Source: Based on John Zachman, *Framework for an Information Systems Architecture*, 1987  
Visit: [www.ZachmanInternational.com](http://www.ZachmanInternational.com) for the latest Zachman Framework graphic.

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## Ask the Right Questions



Source: Based on Zachman, *Framework for an Information Systems Architecture*, 1987

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## Objective: Success Factor

		
Right People	Right Questions	Success Factor

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## Role-based Collaboration

 <b>Requirements Producer</b>	 <b>Requirements Supplier</b>
 <b>Requirements Supporter</b>	 <b>Requirements Receiver</b>

Source: Based on Ferdinandi, *A Requirements Pattern*, 2002

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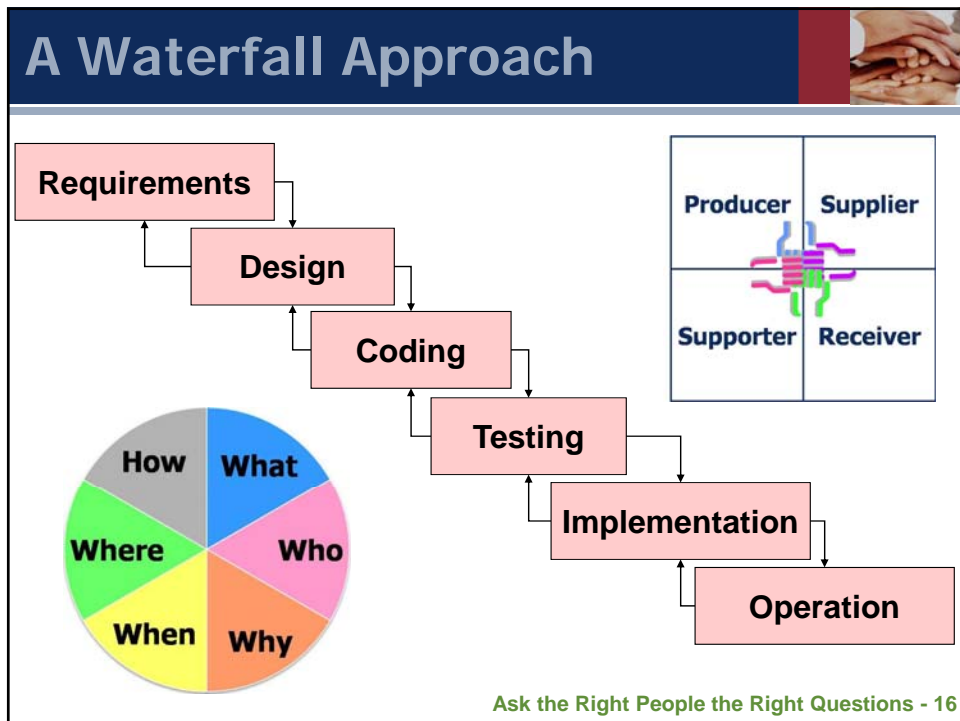
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A Requirements Framework						
	DATA (what)	ROLES (who)	PURPOSE (why)	TIMING (when)	LOGISTICS (where)	PROCESS (how)
<b>Scope, Business Model, Operations</b> <b>Requirements Supplier View</b>	Identify and define the data used by the business enterprise	Identify and define who performs a role in the business processes	Identify and define the business goals and strategies	Identify and define the events and triggers of business processing	Identify and define the enterprise locations and network	Identify and define processes and procedures of the business
<b>System Model, Design, Construction</b> <b>Requirements Receiver View</b>	Design, construct, and test data entities	Design, construct, and test interfaces and system work	Design, construct, and test system to enforce business rules	Design, construct, and test system cycles	Design, construct, and test system location and network	Design, construct, and test system processing

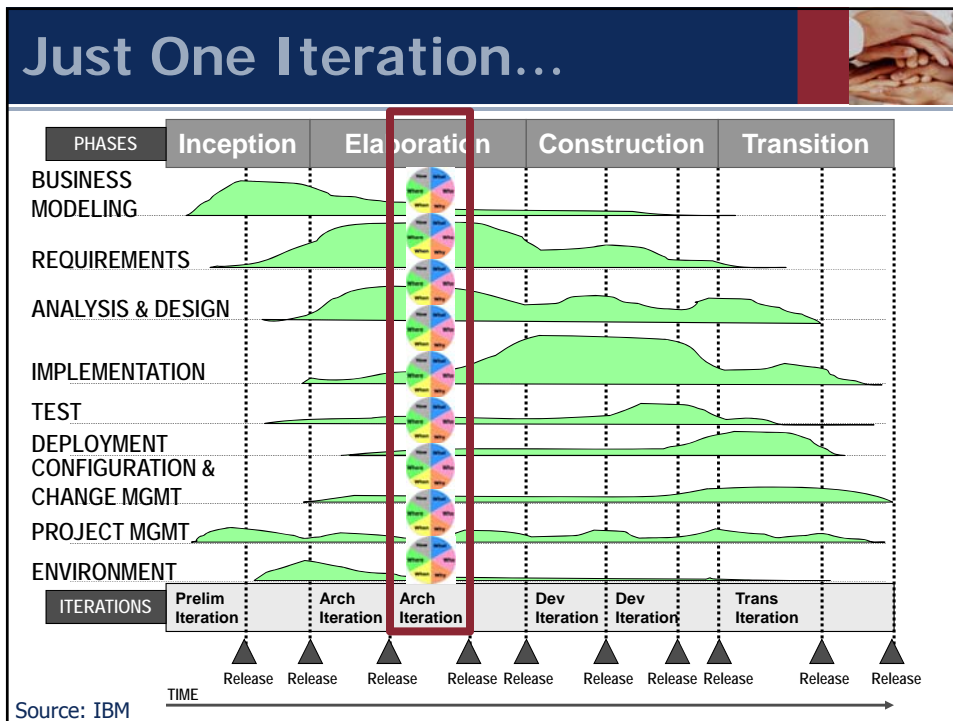
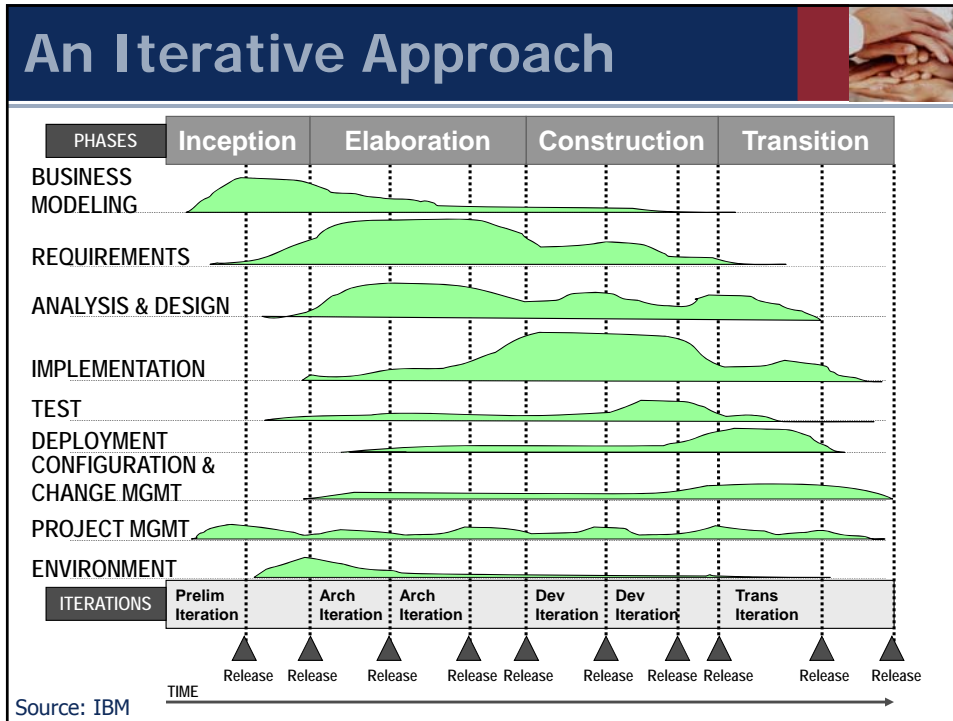
Source: Miller, *The Quest for Software Requirements*, 2009

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**Session Recap**



**Right People**      **Right Questions**      **Success Factor**

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**Questions**



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